

C.P.W.

SANITARY

KALSOMINE

A HIGH GRADE

WALL FINISH

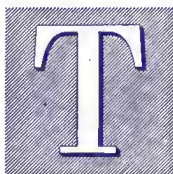


- ☐ ATTRACTIVE
- ☐ INEXPENSIVE
- ☐ READILY PREPARED
- ☐ EASILY APPLIED

Chicago Paint Works

CHICAGO

A DEPENDABLE FINISH



THIS is one of the best kalsomines on the market. It is scientifically prepared product, composed of the purest and best of materials, and warranted to give perfect satisfaction.

It will not rub off, but is easily washed off when wishing to re-decorate. This is a very sanitary feature, for with some kalsomines you are obliged to cover up the old dust and dirt with a new coat, but with our Kalsomine you can easily clean the walls and start over new.

There is a great variety of exclusive shades which permit of harmonizing color schemes. Very beautiful effects can be secured with inexpensive stenciled panels and borders.

Our Kalsomine is particularly recommended for use in private homes, schoolrooms, stores, churches, and all other kinds of private and public buildings. It never goes out of style and is softer, richer, more hygienic and and cheaper than wall paper.

It contains special binding properties which permit it to be mixed in paste form with hot water and later reduced with cold water when needed for use. It flows on freely like an oil paint and dries sufficiently slow to avoid showing of laps.

COLOR SUGGESTIONS



WHEN more than one color is used, the lighter color should be placed above the darker, as the latter having the appearance of strength and solidarity should be the supporting color. The colors should graduate from the darkest at the floor to the lightest at the ceiling. If a room is dark use the lighter colors, while if the room has plenty of sunlight, the darker colorings may be used. If the room has a sun exposure, use the cooler shades, and the warmer colors in a room having a northern or shady exposure.

The seeming size of a room may be made greater or lesser by the use of colors. Yellows, reds and oranges are known as advancing colors, that is, they stand out and give a room the appearance of being smaller. Blues, grays and greens are known as receding colors, so rooms finished with these colors will have the semblance of being larger. Light greens and grays are therefore better than oranges or reds for a narrow hall or small room where the enlarged effect is desired.

In making up color schemes or combinations it is usually advisable to refrain from placing strong reds and blues or reds and yellows side by side in large masses. Colors in which red predominates go well with green tints, and those in which blue is the dominant tone should have a yellow shade for an agreeable companion. For three color combinations use, say, two blue shades and one yellow, one blue tint and two yellow, one green tint and two reds or one red tint and two greens. For four color schemes follow the same general rule, using two green tints with two red or two blue tints with two yellow. Green and yellow tints look well together in some cases, and sometimes a green and blue tint can be placed together.

Where fresco designs are to be added afterwards, observe the same general rules. Dark blue on a light blue ground harmonizes but produces a cold effect, whereas blue and yellow not only form an agreeable contrast (being complementary) but convey an impression of pleasant warmth.

DIRECTIONS FOR USING.



THIS Kalsomine is to be mixed in the proportion of 2 quarts of boiling water to 5 pounds of contents of package. Stir them together thoroughly and set aside to cool and thicken or jell; a good plan is to mix at night what is to be used next day.

When ready to begin work, stir up the jelly thoroughly without adding more water; if it has become very cold, a little warmth will tend to thin it out enough to spread readily.

When used in the form of a thin custard, the Kalsomine clings to the brush without dripping; it brushes out easily, does not run down the wall, and covers perfectly, requiring no touching up or re-coating afterwards, which is always a difficult job.

Almost any kind of a paint brush will serve to spread this preparation, but a regular kalsomine or whitewash brush is usually most serviceable.

By working at ordinary speed, there will be no trouble in joining fresh work to finished parts without showing laps, as there will be plenty of time for this while the older portions are still wet.

HYGIENIC PROPERTIES.



THE medical profession has been able to trace many of our ailments to harmful germs or bacteria. Even in ordinary or normal health we throw off continually through the skin breath, etc., waste matter which soon contaminates the places we occupy. Our habitations should, therefore, be maintained in the most sanitary and antiseptic condition which regular work-a-day life admits of. This Kalsomine will do this for walls and ceilings, and it is made in so many pleasing tints that every eye will find some shade which appeals to it. The initial cost of wall paper is considerable and the cost of applying more so. Wall paper is accused of fairly inviting germ life, and is very hard to clean. This Kalsomine costs but little for either material or labor, can be readily removed with hot water when soiled or when a change in color is desired, and is composed of ingredients which either do not encourage germ life or are actively antiseptic and militate against harmful bacteria.

DAILY HEALTH HINT

[From "Chicago Tribune," March 18, 1909.]

About Bedrooms. We spend one-third of our lives in bed. For this reason the bedroom is an important factor in our physical health and vigor. The sleeping room furnishings should be few and simple in character. There should be no carpets for the collection and retention of dust. The bed may be either of wood or iron, but the plainer the better. The floors should be of hardwood. The walls and ceilings should be calcimined rather than papered. This will necessitate more frequent decorating, but the processes of washing the surfaces and calcimining are cleansing and insure perfect renovation. There should be windows opening to the outside air and these should be opened whenever the room is occupied. In the morning the room and bedding should be thoroughly aired.

A FEW OF THE
Chicago Paint Works'

QUALITY
PRODUCTS

HOUSE PAINT
BARN PAINT
ROOF PAINT
FLOOR PAINT
PORCH FLOOR PAINT
INTERIOR ENAMEL
SHINGLE STAIN
ORIENTAL LAC
FLAT WALL FINISH
MOTOR CAR ENAMEL
WAGON PAINT
STOVE PIPE ENAMEL
SCREEN ENAMEL
FINE VARNISHES
WOOD PRESERVATIVE
WHITE LEAD
COLORS IN OIL
COACH COLORS
SHEEP DIP
CATTLE SPRAY
LIME SULFUR WASH
BORDEAUX MIXTURE
KEROSINE EMULSION

Made in Twelve

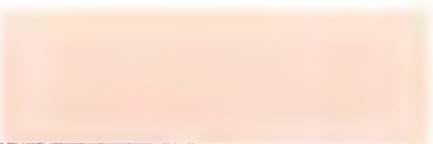
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ALSO, PURE WHITE, A

Appropriate Colors

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AND TINTING WHITE

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KEROSINE EMULSION